

ABSTRACT OF THE DISCLOSURE

An image pickup apparatus enters an enlargement display mode (in which enlargement display processing of enlarging and displaying part of reduced image data for normal display is performed) from any other image display mode. The image pickup apparatus also performs enlargement display processing of enlarging and displaying part of reduced image data for normal display at a high speed. Furthermore, the image pickup apparatus starts enlargement display processing of enlarging and displaying part of reduced image data for normal display from the portion stored in the previous enlargement display processing.